

To: Distribution  
From: Vicki Berner/Amarind Tan  
Re: Van Scheduling

Date: ~~February 14, 1995~~

to PSF either  
- Thurs 2/23  
- Mon 2/27

Entering its third successful year (1995), the Marlboro Van Program will operate for 22 weeks from May to October. We have revised the Van Scheduling Procedure to accomodate those territories that have fewer than 22 Mega Accounts.

*units*  
**FOR TERRITORIES WITH MORE THAN 22 MEGA ACCOUNTS** *remains the same*  
*as communicated in*  
**the 5/95 Monthly Sales Planner** *to review:*

- In order to reach the greatest amount of accounts, **do not schedule qualified stores more than once.**
- When selling in the van program, **use a 5 day, 6-7 hour per day event schedule per week** for increased account penetration with consideration for drive time to stores from the Powerforce warehouses.
- The van can **only** be scheduled for Mega outlets an average of once per week (22 days per van).

*units*  
**FOR TERRITORIES WITH FEWER THAN 22 MEGA ACCOUNTS**

- Those Units with fewer than 22 qualified Mega accounts should schedule 4 ten hour days per week instead of 5 eight hour days per week **after** each of the Mega accounts has been visited **once**.
- The remaining 4 day weeks would **ONLY** service non-Mega accounts since presumably all Mega accounts will have had the van once.
- If you feel that certain of your Mega accounts warrants a second visit then reschedule that account towards the end of the program. That will allow us time to analyze the distribution rate of incentives at Mega accounts to be certain we have sufficient quantities available.

We believe these new scheduling guidelines will ensure that ALL Mega accounts will have the opportunity to participate in the Van program and still allow us to achieve our goal of providing this program to the greatest number of qualified Retail Masters Accounts.

Please call Vicki Berner at extension 2866 or Amarind Tan at extension 2810 if you have any questions.

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